seeds
Ecology + Education + Design

April 22, 2013

Mr. Bakkal and Mr. Quackenbush:

Thank you for traveling to Traverse City and soliciting information and perspectives from the public.

As you well know, energy efficiency provides both economic and environmental returns. It is also true that simple strategies can be effectively implemented with little cost, effort, or knowledge. Yet even the low-hanging fruit is still frequently neglected due to a variety of frustrations and hurdles.

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ecoSEEDS.org

SEEDS is a 501c3 nonprofit organization with a base of operations is the Grand Traverse Region. We have been working at the intersection of ecology, education and design since 1999 and a large focus of our work is Energy & Environmental Analysis. Over the last six years, we have intensively studied the energy consumption dynamics of NW Lower Michigan. We are committed to our role of providing third-party, technical support for communities who are interested in making effective energy decisions.

To reach the deeper efficiency gains that are possible, we need more reliable cradle-to-cradle data, expert insight, professional follow-through and the creativity of a multi-disciplinary suite of partners. This is the only way to fully realize complex, systemic solutions like demand response, distributed generation, utility profit restructuring and market solutions that reward people for solving their own energy dilemmas.

SEEDS has accomplished a number of complimentary projects examining the economics of local energy use as well as the environmental impacts of energy use. For example,

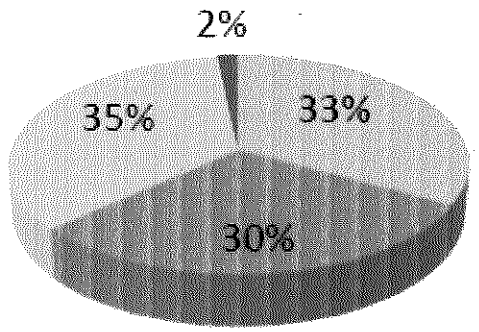
- In the local government sector, we have benchmarked over 120 facilities through the Energy Star Portfolio Manager and developed strategic, actionable, cost saving plans for 20 municipalities in the region. Similar work has been done with a growing number of commercial and industrial customers.
    - **Request:** We could be far more effective and supportive in this regard if utilities made current and historical (at least 3 years) energy consumption, demand and cost data easily accessible to individual rate payers and their assigns, ideally through some form of automated benchmarking.
    - **Request:** We also recommend building off the success of the free-resource, Energy Star Portfolio Manager, and leveraging the new updates.

- In the residential sector, we partnered to bring a Better Buildings for Michigan pilot program directly to over 550 homes in the City of Traverse City making this a leading non-entitlement community. This unique program used ARRA funds to help our community improve its housing stock and build the EE market for private contractors – truly stimulating our economy and likely for the long-term.

# Distribution of GHGs by Sector & Energy Type

## GHG % By Sector

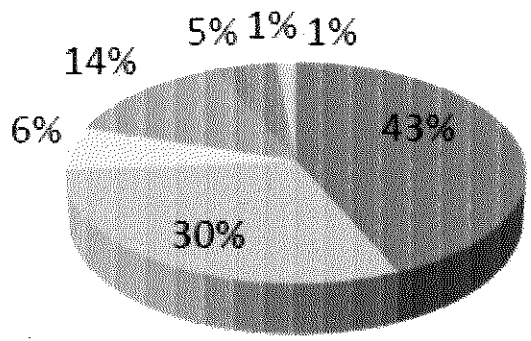
**3.4 million MT $CO_2$-e**




- Residential - 33%
- Commercial / Industrial - 30%
- Trans - Non-Commercial - 35%
- Trans - Commercial - 2%

## GHG % By Energy Type

**3.4 million MT $CO_2$-e**




- Electricity - 43%
- Gasoline - 30%
- Diesel - 6%
- Natural Gas - 14%
- Propane / LPG - 5%
- Fuel Oil - 1%
- All Other Fuels - <1%

2011 6 County Regional Baseline

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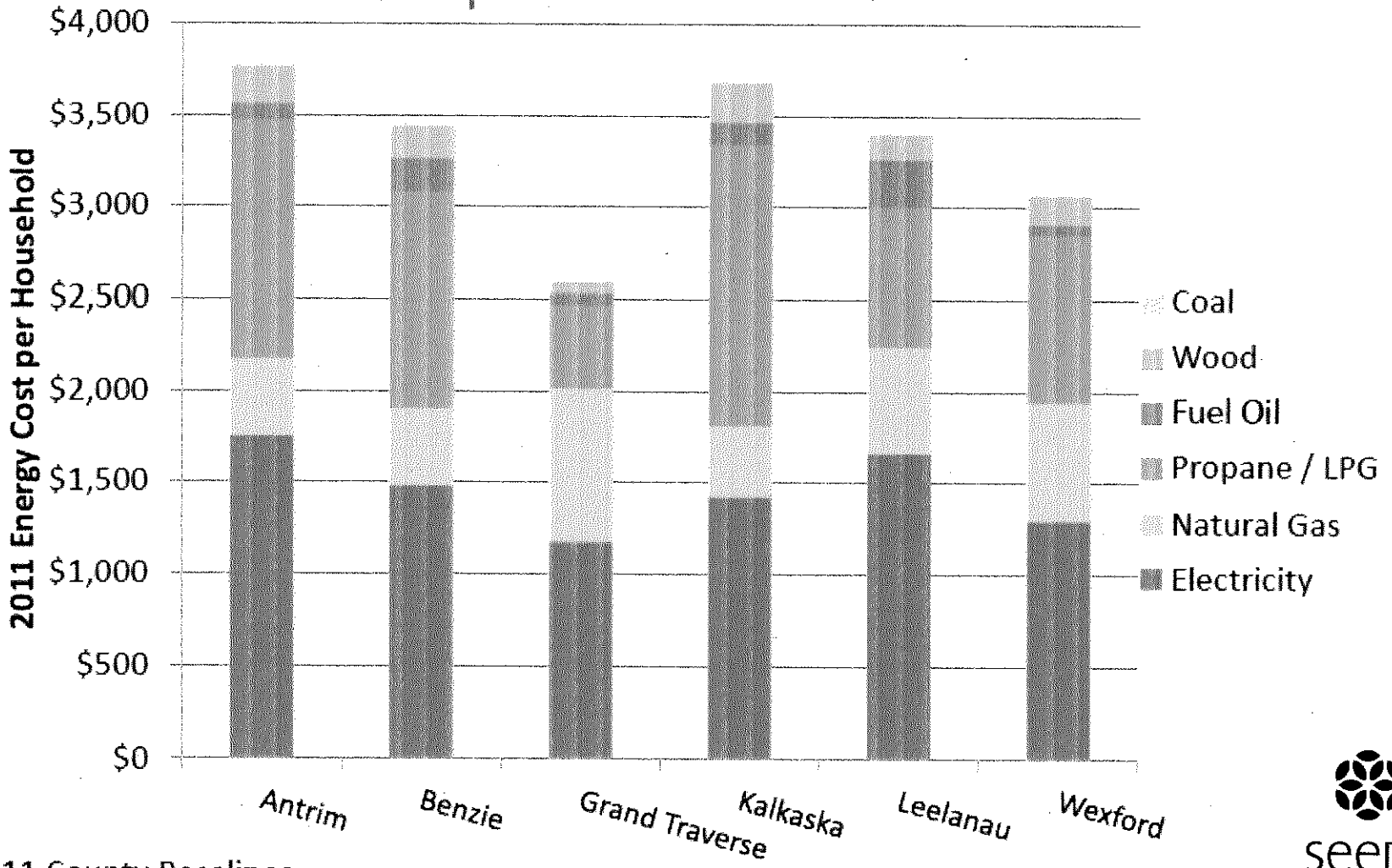
# Residential Housing Energy Cost per Household




2011 County Baselines

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# 62% of 2000+ surveyed Agree or Somewhat Agree:

## *"I'd Pay More on Utility Bill if More Conservation and Efficiency Programs Were Provided"*